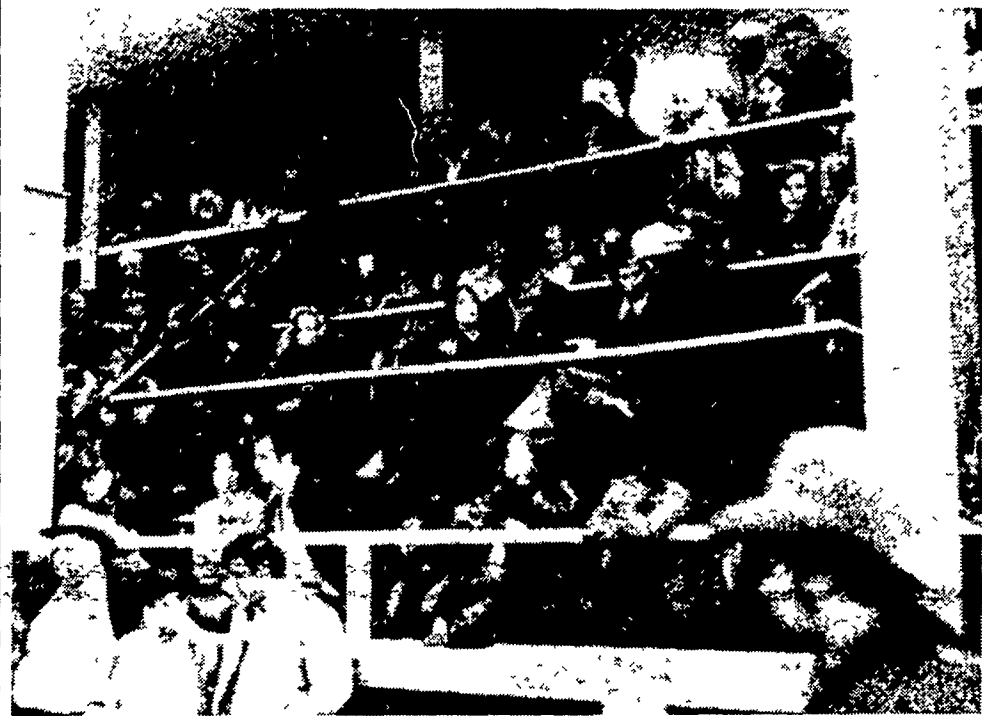


## Danville Livestock Auction



The buying was brisk at the Danville Livestock Market last Saturday for their horse sale held every second Saturday of the month. More than 75 head went over the block with Robert Shaylor, pictured above, doing the auctioneering. Beside Shaylor is Melvin Lehman, Danville, the owner of the auction.



Saturday's horse sale drew a nice sized crowd and was of interest to people of all ages.

## Conference in St. Louis to discuss China ag trade

ST. LOUIS, Mo. - A first time, comprehensive conference on the subject of China's agriculture, focussing on China's production and trade in agricultural products, will be held in St. Louis on Nov. 18, sponsored by the Washington, D.C. - based National Council for US-China Trade. China as a market for agricultural products and technology will be the focus of this all-day event, which will bring together many of the world's leading experts on China's agriculture.

Co-sponsoring the program is the St. Louis Regional Commerce and Growth Association, in cooperation with the US Department of Commerce and St. Louis Council on World Affairs of the World Trade Club of St. Louis. The Conference is open to the public.

The meeting will include an overview of the Chinese political and economic situation; however, the emphasis will be on the practicalities and potential for doing business with the People's Republic of China. Among the speakers will

be Dr. Carroll Brunthaver, Vice President of Cook Industries and Vice President, Agriproducts Division of Cook, on Selling Grain and Cotton to China; Julian Sobin, Senior Vice President of IMC, on Fertilizer Sales to the People's Republic of China; Ching C. Tung, Research and Development Department, Monsanto Company, on Agricultural Chemicals in the PRC; and Ray Harrington, of the Product Planning Department of Deere & Company on Agricultural Mechanization in China.

The relationship of agriculture to China's Economic development will be described by Benedict Stavis, of Cornell University, one of the world's experts on China's agricultural economy.

Who has sold what agricultural products to the People's Republic will be described in detail by Melvin W. Searls, Jr., Vice President of the National Council for US-China Trade. Among the sales to the PRC to be covered in Mr. Searls' presentation will be: livestock, including breeder cattle and sheep.

equipment, including farm and irrigation machinery, commodities, including wheat, raw cotton and tobacco. agricultural chemicals, including pesticides. fertilizer plant and equipment. agricultural technology. food processing and packaging equipment.

Mr. Searls will also briefly describe some of the hundred plus foreign companies that have exhibited farm products in China during the past few years.

A presentation on China's politics and economic development by Professor Michel Oksenberg of the University of Michigan, a leading expert on Chinese politics, will be of special interest in the light of the present political situation in Peking. Other speakers will discuss China as a market for animal husbandry products and food processing equipment, and China's overall agricultural trade.

The session will be introduced with remarks by Christopher H. Phillips, President of the National Council for US-China Trade, who will describe the role of

the Council in Sino-US trade. Ambassador Phillips, who will have just returned from China after meetings with top trade officials in Peking, will have an up-to-date view of the state of Sino-US relations.

The conference is expected to bring together much of what is presently known about China's agriculture to date in one of the principal centers of agricultural activity in the United States. In the past five years, US companies have sold China \$1.4 billion worth of agricultural commodities, as well as agricultural equipment and chemicals of various kinds.

Inquiries concerning registration, which costs \$100 per person, should be addressed to Erik T. Kalkhurst, at the National Council for US-China Trade, 1050 Seventeenth Street, NW, Suite 350, Washington, D.C. 20036 or Joseph M. de Rotaache, at the St. Louis Regional Commerce and Growth Association, 10 Broadway, St. Louis, Mo., 63102. Telephone (314) 231-5555. A specially-produced 150 page handbook on China's agriculture will be available to all participants.

## Luttringer, O'Brien promoted at Sperry New Holland Co.



H. K. Luttringer

NEW HOLLAND, Pa. - The promotion of H. K. Luttringer, 1559 Mission Road, Lancaster, Pa. to the new position of Sperry New Holland vice president for worldwide marketing and communications was announced today by President Kenneth F. Thompson.

Luttringer, who has been communications and promotions director of the company's North American Division since 1965, will report to Thompson in his new assignment effective November 1, and become part of the executive staff group guiding all worldwide activities.

Paul A. O'Brien, 645 E. Millport Rd., Lititz, Pa. currently product development director for North America, will succeed Luttringer.

According to Thompson, Luttringer will be responsible for the implementation and coordination of employee communications, community relations and public relations involving the company's three divisions: North America, Europe and Latin America-Far East.

Luttringer will also supervise the worldwide coordination of service parts distribution and promotion as well as product identification.

"The key role Luttringer

will play in our future growth will be his contribution to innovative marketing strategies in our overall long range planning," Thompson said. "He will provide advice and counsel to our three divisions in their marketing planning as well as participating in the company's total planning program." Working with the communications heads of these divisions, he will be responsible for guiding the advertising and other communications activities of Sperry New Holland throughout the world.

In his new job, O'Brien will be responsible for all North American advertising, public relations and merchandising activities, including incentive programs for salesmen, dealers and consumers.

His Communications and Promotions Department provides supporting promotion and advertising for both wholesale and retail sales in the United States and Canada. This department also produces materials for North American product and sales training programs, and acts as a service group in the area of art, audio-visual and other communications production for both the North American Division and the headquarters group.

A native of Harrisburg, Pa. Luttringer joined the company in 1947 as press relations manager. He served as assistant manager and manager of Advertising and Public Relations before being named to his present position.

Luttringer is a former chairman of the public relations committee of the Farm and Industrial Equipment Institute, one of the founders of the American Forage and Grassland Council and is a past president of the Agricultural



Paul A. O'Brien

Relations Council. He also has served as chairman of the Sperry Rand Corporate Communications Council.

A graduate of Pennsylvania State University with a degree in journalism, he is active in a number of civic and professional organizations, including the presidency of the Lancaster Symphony Orchestra, and is a founding member of the board of the Fulton Opera House Foundation. He is married to the former Elva Karwois of Girardville, Pa. They have two daughters.

O'Brien joined Sperry New Holland in 1950 and has served in numerous positions throughout the company. In 1964 he was named international marketing manager and was appointed director of the European Marketing Center in 1969. Two years later he was named marketing director of the European Division. He returned to the United States in 1973 to assume his present duties as director of product development for North America.

A native of Charleston, South Carolina, O'Brien is a graduate of Villanova University. He is married to the former Florence Stork of Lancaster, Pa. They have two sons and two daughters.

## Lancaster Co. Society 22

LANCASTER COUNTY - Society of Farm Women 22 met last week at the home of Mrs. Paul Witmer, 447 N. George St., Millersville. Co-hostess was Mrs. Lloyd Herr, 1113 Colonial Road, Lancaster.

Pat Reed, director of Conestoga Cottage, spoke about the work of the cottage which is run under the auspices of the Lancaster County Council of Churches. There are presently 12 girls residing there, with a director, five full time counselors, one part time

counselor and two night watchmen.

The Cottage provides a home for delinquent girls, ages 14-18, who are assigned there by the judge when they are going through a court process.

The girls go to school during the day and live in the atmosphere of home. They must reach a specified level before they make the decision about returning to their home or going to a foster home.

The Society discussed the table which they will provide during the Homemaker's Christmas program, and they voted to entertain at the state hospital in May.

The next meeting will be the group's 25th anniversary banquet to be held at the Sherwood Knoll at 6:15 p.m. Spouses are invited.

The National Council for US-China Trade is a non-profit, membership organization, with about 350 member firms throughout the US, whose purpose is to facilitate and promote two-way trade with the PRC. The Council acts as host to Chinese trade officials visiting to the United States, sponsors visits to US commercial groups to China, and is contact point for reciprocal exhibitions in the two countries.

**TRY A CLASSIFIED AD!**